

WHAT IS CLAIMED IS:

1 1. A method for obtaining approval of a mailing list campaign, comprising the
2 steps of:

3 forwarding a proposed mailing list campaign sample to a list owner via a
4 computer network;

5 determining if the list owner replies to the proposed mailing list campaign
6 sample; and

7 implementing the mailing list campaign in accordance with the step of
8 determining.

1 2. The method of Claim 1, wherein the step of forwarding further comprises the
2 step of forwarding the proposed mailing list campaign sample to the list owner via an
3 Internet.

1 3. The method of Claim 1, wherein the step of determining further comprises the
2 steps of:

3 receiving a reply to the forwarded proposed mailing list campaign sample via
4 the network;

5 determining if the list owner approved the proposed mailing list campaign.

1 4. The method of Claim 3, wherein the step of implementing further comprises
2 the steps of:

3 if the list owner approved the mailing list campaign, beginning the approved
4 mailing list campaign;
5 if the list owner does not approve the mailing list campaign, canceling the
6 mailing list campaign.

1 5. The method of Claim 3, further including the step of forwarding a
2 confirmation message to the list owner responsive to the reply.

1 6. The method of Claim 1, wherein the step of implementing further comprises
2 the step of if the list owner does not reply to the proposed mailing list campaign, canceling
3 the mailing list campaign.

1 7. A method for obtaining approval of a mailing list campaign, comprising the
2 steps of:

3 forwarding a first email to a list owner via an Internet including a proposed
4 mailing list campaign sample;

5 receiving a second email from the list owner via the Internet indicating
6 approval or disapproval of the proposed mailing list campaign sample;

7 determining if the list owner approved or disapproved the mailing list
8 campaign sample responsive to the second email; and

9 implementing the mailing list campaign according to the determination.

1 8. The method of Claim 7, wherein the step of implementing further comprises
2 the steps of:

3 if the list owner approved the mailing list campaign, beginning the approved
4 mailing list campaign;

5 if the list owner does not approve the mailing list campaign, canceling the
6 mailing list campaign.

1 9. The method of Claim 7, further including the step of forwarding a
2 confirmation message to the list owner responsive to the reply.

1 10. The method of Claim 7, wherein the step of implementing further comprises
2 the step of if the list owner does not reply to the proposed mailing list campaign canceling
3 the mailing list campaign.

1 11. An apparatus for obtaining approval of a mailing list campaign, comprising:
2 a server providing interconnection with a network;
3 a mailing campaign approval system associated with the server, said mailing
4 campaign approval system configured to:
5 forward a proposed mailing list campaign sample to a list owner via a
6 computer network;
7 determining if the list owner replies to the proposed mailing list
8 campaign sample; and
9 implementing the mailing list campaign in accordance with the step of
10 determining.

1 12. The apparatus of Claim 11, wherein the mailing list campaign approval
2 system is further configured to forward the proposed mailing list campaign to the list owner
3 via an Internet.

1 13. The method of Claim 11, wherein the wherein the mailing list campaign
2 approval system is further configured to:
3 receive a reply to the forwarded proposed mailing list campaign sample via
4 the network;
5 determine if the list owner approved the proposed mailing list campaign.

1 14. The apparatus of Claim 13, wherein the mailing list campaign approval
2 system is further configured to forward a confirmation message to the list owner responsive
3 to the reply.

1 15. The apparatus of Claim 11, wherein the mailing list campaign approval
2 system is further configured to cancel the mailing list campaign if the list owner does not
3 reply to the proposed mailing list campaign.

1 16. The apparatus of Claim 11, wherein the mailing list campaign approval
2 system is further configured to:
3 if the list owner approved the mailing list campaign, begin the approved
4 mailing list campaign;
5 if the list owner does not approve the mailing list campaign, cancel the
6 mailing list campaign.

1 17. An apparatus for obtaining approval of a mailing list campaign, comprising:
2 a server providing interconnection with a network;
3 a mailing campaign approval system associated with the server, said mailing
4 campaign approval system configured to:
5 forward a first email to a list owner via an Internet including a
6 proposed mailing list campaign sample;
7 receive a second email from the list owner via the Internet indicating
8 approval or disapproval of the proposed mailing list campaign sample;
9 determine if the list owner approved or disapproved the mailing list
10 campaign sample responsive to the second email; and
11 implement the mailing list campaign according to the determination.

1 18. The apparatus of Claim 17, wherein the mailing list campaign approval
2 system is further configured to forward a confirmation message to the list owner responsive
3 to the second email.

1 19. The apparatus of Claim 17, wherein the mailing list campaign approval
2 system is further configured to cancel the mailing list campaign if the list owner does not
3 reply to the proposed mailing list campaign.

1 20. The apparatus of Claim 17, wherein the mailing list campaign approval
2 system is further configured to:

3 if the list owner approved the mailing list campaign, beginning the approved
4 mailing list campaign;

5 if the list owner does not approve the mailing list campaign, canceling the
6 mailing list campaign.